

EXHIBIT B

Five-Year Service Plan for the South Congress Preservation and Improvement District (PID) November 1, 2014 – September 30, 2019

INTRODUCTION

In 2014, property owners on South Congress Avenue petitioned the City Council to establish the South Congress Preservation and Improvement District (PID). The property owners incorporated as a nonprofit 501(c)(6) organization as the South Congress Improvement Association to contract with the City to manage the PID. About __ percent of property owners representing __ percent of the property valuation have signed petitions to establish the PID.

During the five-year plan (November 1, 2014 – September 30, 2019), South Congress PID will move forward with its mission to:

- Protect and strengthen the business, culture, arts, and entertainment environment;
- Preserve South Congress as a vibrant mixed use district so that locals and visitors will utilize its diverse offerings;
- Communicate the concerns of the South Congress community to local and state entities;
- Support initiatives on issues of public policy that affect the community; and
- Continue to grow South Congress in its stature as an important economic and cultural asset to the community for today and future generations.

The mission is executed in five program areas:

- Public Safety
- Infrastructure and Physical Environment – Maintenance and Cleanliness
- Transportation
- Membership/Communications
- Marketing/Fundraising/Economic Development
- Administration

REVENUE PROJECTIONS

The revenue projection is based upon \$0.20 per \$100 valuation, raising approximately \$79,000. Revenue growth projections assume a 3 percent increase in taxable value every year.

EXPENSE PROJECTIONS (Programs)

Allocation of expense programs are projected to remain the same for the five-year plan, although some fluctuation will occur year to year.

Public Safety – 20%

Work with the City to identify, communicate, and address issues of concern to the District. The focus will include programs to:

- Enhance vehicular and pedestrian safety
- Improve public event security
- Create safety partnerships in the public and private sectors
- Advocate for a neighborhood watch program that can work in concert with community policing patrols and circulation
- Raise the bar on standards to reduce risks and encourage responsible operations within the district

Infrastructure and Physical Environment (Focus on Maintenance and Near-Term and Longer-Term Improvements) – 20%

Coordinate strategies, plans, and partnerships for physical improvements in the district such as signage, sidewalks, gateways, etc. The focus will include programs to:

- Clean the structures and surface infrastructure (public and private space)
 - Provide post-event clean-up, daily litter removal services, periodic sidewalk washing and prompt, efficient graffiti removal throughout the District
 - Encourage higher standards of private signage and ATM placement
- Create systems of order to unify the district
 - Public area lighting (tree lighting)
 - Signage and Banners
 - Gateways
 - Transportation systems (taxis, valets)
 - Vendors
 - Public Restrooms
- Advocate for longer-term improvements
 - Develop a specific consensus plan and identify funding for South Congress streetscape that respects the unique nature of the district, including vehicle lanes and flow; sidewalk width and material; and street parking
 - Enhance landscaping, scenic areas, and parks
 - Maintain coordination with the City on physical infrastructure upgrades, such as utility lines and alleys
 - Collaborate with other organizations to create programs that encourage public (or alternative) transportation methods to the district

Marketing/Fundraising/Economic Development - 20%

Promote the economic health of the district and the association through strategic partnerships, marketing and public relations, and events and other fundraising opportunities.

- Collaborate with property owners to create an informational website

- Promote the district with the South Congress [SoCo] brand, and events that bring a diverse market to, and take advantage of, the unique nature of the district
- Share information and tools with property and business owners to help diversify the district mix
 - Encourage business-to-business mentorships
 - Host forums for business success, education, and self-enforcing standards
 - Promote existing resources and incentives for business success
 - Serve as an ombudsman for businesses and property owners within the district
- Pursue financial sustainability to increase resources and effectiveness
 - Produce new events and help add value to current events within the district
 - Develop and maintain current partnerships with other organization and businesses for promotional and funding opportunities
 - Improve the district's common area management, such as sidewalk vendors, parking, and valet parking options

Administration, including Communications/Membership – 40%

- Contract oversight
- Create and maintain communication for effective interaction with members, the City, and the community at large, including the following methods:
 - Monthly e-mails
 - Quarterly newsletters
 - Quarterly forums (informational and educational meetings)
 - Regular committee meetings
 - Special-topic meetings
 - Annual membership meeting
 - Direct outreach to owners & operators
 - Website updates, highlighting important issues, current events, businesses, and other items of interest
 - Media relations that educate
 - A complete and current database of property owners, both members and nonmembers
 - Membership program expansion for nonproperty owners with an interest in the district

SUMMARY

With the initiatives described in this service plan South Congress will continue to progress toward realizing the vision of a vibrant, mixed-use district offering shopping, restaurants, and entertainment that is a source of cultural and economic pride for Austinites.